

Nebraska First Time Motherhood/New Parents Initiative

Request for Proposal for Contractual Services

**Nebraska Department of Health and Human Services
Division of Public Health
Lifespan Health Services Unit**

October 2010

*Life Course Education
For
Community-Based Providers*

Response to Opportunity November 5, 2010



Summary
Life Course Education for Community-based Providers

The information contained in this summary highlights items of immediate importance to all potential contractors.

Contracting Organization: Nebraska Department of Health and Human Services (Department), Division of Public Health, Lifespan Health Services Unit

Initiative: Nebraska First Time Motherhood/New Parents Initiative

Funding Source for Contracts: First Time Motherhood/New Parents Initiative, Grant #H5MMC10867, CFDA#93.110

Total Funds Available: Up to \$220,000 will be made available for up to ten contracts. Average compensation will be \$20,000 to \$25,000.

Terms of the Contracts: A contract resulting from this Request for Proposal will be issued for a period of six (6) months effective November 22, 2010 through May 23, 2011, with no option to renew.

General Information: The Request for Proposal is designed to solicit proposals from qualified vendors who are experienced with delivering public health training to providers, and are familiar with the Nebraska systems that deliver services to young adults ages 16–25 years of age. DHHS seeks multiple contractors, so that life course education may be provided to meet the unique needs of communities across the state of Nebraska.

Proposals shall conform to all instructions and requirements included in the Request for Proposal, and the proposals will first be examined to determine if all mandatory requirements have been addressed to warrant further evaluation.

The awarded contractors will be responsible for delivering community-based education at a competitive and reasonable cost, and fixed-price contracts will be awarded as a result of this proposal.

Services to Be Delivered: Deliver targeted life course, pre- and interconception education within community-based settings to health care providers, human service providers, educators and/or faith-based providers who work with young Nebraska women 16–25 years of age and the young men in their lives.

Only TUNE initiative products may be used in the services delivered. The website for young adults can be found at <http://www.tunemylife.org/>. Downloadable provider resources can be found at <http://www.dhhs.ne.gov/tune/>.

Background and Instructions
Life Course Education for Community-based Providers

Purpose of Contract:

To increase awareness among community-based providers of the benefits of a life course approach to pre- and interconception health and how to incorporate in various settings.

Response Requirements:

Proposals shall conform to all instructions and requirements included in the Request for Proposal, and the proposals will first be examined to determine if all mandatory requirements have been addressed to warrant further evaluation. The mandatory requirement items are as follows:

- Completion of Form A.
- Completion of Form B or own template.
 - Corporate Overview shall include:
 - a description of the capacity and skill of the bidder to deliver the requested services that meets the requirements of this Request for Proposal;
 - past experience delivering provider education to health care providers, service providers, educators, and/or faith-based providers; and
 - whether the bidder can perform the Contract within the specified time frame.
 - A written plan including all planned activities, anticipated completion dates, resources needed, budget needed, and responsible staff.

Eligibility for Contracts:

Vendors who are experienced with delivering public health training to providers, and are familiar with the Nebraska systems that deliver services to young adults ages 16 – 25 years of age.

Response to Opportunity to Contract due: November 5, 2010

Anticipated Date of Contract Execution: November 22, 2010

All contract deliverables must be completed by August 31, 2011 with invoices dated no later than this date.

Background:

Nebraska received a federal grant in September 2008 to develop an information campaign for women and men that will help them prepare for their future roles as parents. This initiative focuses on a life-course approach to pre- and interconception health among young at-risk women and among providers.

The first goal of this initiative is to increase awareness of women, ages 16-25, of the benefits of a life-course approach to pre- and interconception health.

Extensive social marketing research was conducted with young women 16-25 years of age across the state in 2009. The research focused on their interests and needs, barriers to achieving a healthy lifestyle, messaging and the most effective ways to reach them. Based on the research, the TUNE campaign was developed.

TUNE uses original music to engage young women and men and encourage them to learn more about life course health. Through music, we are reaching young adults in a new way that will help them connect to different health topics. TUNE emphasizes five areas of health: physical health, emotional well-being, friends and family, dating, and education.

Tunemylife.org is a web site offering many interactive and engaging elements for the campaign. It features the TUNE music, downloadable songs, artist interviews, health information that ties into messages of particular songs and links to additional health and wellness resources. TUNE was developed with the intention to be a grassroots effort that is primarily spread through word of mouth and social media with lots of opportunities for young women to engage, share and interact.

The second goal for this initiative is to increase awareness among community based providers of the benefits of a life course approach to pre and interconception health and how to incorporate in various settings.

In order to reach this goal, provider education and training resources have been developed based on the life course model for health, human services, educational, and faith-based providers. Providers were assessed earlier to determine their needs, and a framework was designed to deliver life course education to providers across Nebraska. In addition, tool kits of resources were created for providers to use with young women. These resources are available online at www.dhhs.ne.gov/tune.

Agencies responding to this opportunity to contract will describe how they will utilize the resources to deliver training to all or some of the four provider groups. An evaluation/demonstration report is a component of the required deliverables. Awarded contractors will be required to cooperate with the contractor responsible for the provider education evaluation of this initiative.

Written Questions and Answers:

Any explanation desired by the bidder regarding the meaning or interpretation of any Request for Proposal provision may be submitted via email to sue.spanhake@nebraska.gov, clearly marked "Life Course Health Education Contract Opportunity" in the subject line. Questions may also be sent by fax to 402-471-7049, but must include a cover sheet clearly indicating the transmission is to the attention of Sue Spanhake; showing the total number of pages transmitted, and clearly marked "Life Course Education Contract Opportunity." Written answers will be provided in a timely manner, and posted at <http://www.dhhs.ne.gov/tune/>

Review Process:

Proposals must meet the requirements outlined in this request for proposal to be considered valid. Proposals will be rejected if not in compliance with these requirements. All awards will be made in a manner deemed in the best interest of the state.

Proposals may be submitted by email, fax, hand delivery, or postal mail with postmark any time on or before 5:00 PM Central Time, on Friday, November 5, 2010. Submit to:

sue.spanhake@nebraska.gov or Fax #402-471-1938 or

Sue Spanhake
Lifespan Health Services Unit
NE DHHS
301 Centennial Mall South
P.O. Box 95026
Lincoln, NE 68509

Subject line of the email or fax application should read: ***Life Course Health Education Contract Opportunity.***

Notification:

Notification of contract award will be made via email on or before November 15, 2010.

Notification will be made available to the authorized individual named in the submitted response to this notice.

Cover Sheet*Life Course Education for Community-based Providers*

Organization Name: _____

Federal Tax ID Number: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ Fax Number: _____

Project Director: _____ Financial Officer: _____

Title: _____ Title: _____

Address: _____ Address: _____

City/State/Zip: _____ City/State/Zip: _____

Phone: _____ Phone: _____

Fax: _____ Fax: _____

Email: _____ Email: _____

By signing and submitting this form, the potential contractor agrees that if a contract is awarded, it will operate the project as described and in accordance with the contract's provisions.

Total Proposed Fixed Fee \$ _____

Signature of Authorized Official: _____

Title: _____ Date: _____

[illegible]

Timeline: (Activities included are meant to be used as examples only and are not all inclusive. Contractor may be as detailed as they would like.)

Activity	Anticipated completion date	Resources Needed	Cost	Responsible Staff

Total Proposed Fixed Fee \$_____

Allowable Cost

- Staffing associated cost appropriate for activities
- Printing/Copying
- Postage
- Media Costs
- Meeting Logistics
- Telecommunications
- Travel

Not Allowable

- Equipment Cost